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Every month, 86% of **MINNESOTA** readers turn to **LOCAL NEWSPAPERS** for the news, information & advertising that impact their lives. **MINNESOTA NEWSPAPERS** reach almost 3.9 million active and engaged consumers across print or digital platforms.

- 71% Total Digital Readers (3,171,000)
- 69% Total Print Readers (3,114,000)
- 54% Total Print & Digital Readers (2,431,000)